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TITLE : COSMETIC HAVING BEAUTIFULLY WHITENING EFFECT

ABSTRACT : PROBLEM TO BE SOLVED: To obtain a cosmetic having more improved beautifully whitening effect even though using a conventional beautifully whitening agent by including a shielding powder and a beautifully whitening agent.

SOLUTION: This cosmetic contains (A) a shielding powder, e.g. a powder containing ≥ 50 wt.% of a doping type titanium dioxide or zinc oxide and (B) a beautifully whitening agent, e.g. ascorbic acid, a glycoside of hydroquinone, a 6-12C aromatic compound having a phenolic hydroxyl group, (e.g. caffeic acid or syringic acid), tranexamic acid. In the cosmetic, the component A is preferably contained in a content of 1-20 wt.% when it is a fundamental cosmetic, 1-20 wt.% when a make up cosmetic of an emulsifier type and 1-50 wt.% when a non-emulsifier type make up cosmetic and the component B is preferably contained in a content of 0.01-10 pts.wt.

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